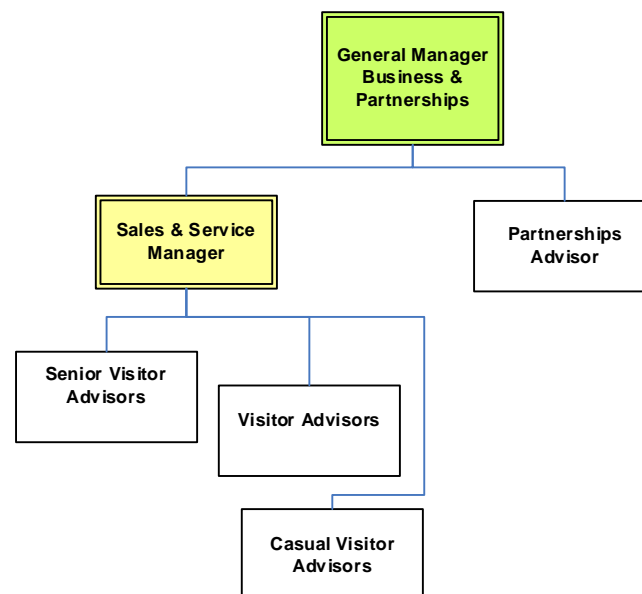


POSITION DESCRIPTION

Job Title:	Senior Visitor Advisor
Reports To:	Sales and Service Manager
Direct Reports:	Nil
Indirect Reports:	Visitor Advisors, Venues Advisor, Casual Visitor Advisors
Position Purpose:	<p>The purpose of this role is to provide a professional and high level of sales and service to all our visitors, before, during and after their visit to the Zoo. They will encourage and inspire Zoo visitors to have an enjoyable experience and uncomplicated entry and exit from the Zoo. This role is also responsible for the sale and support of a diverse range of visitor products and services. These include but are not limited to: Zoo shop sales, Close Encounters, memberships, venues & events, sleepovers, birthday parties and school programmes including the holiday programme. This role is part of the Sales and Service team which acts as first contact for all enquiries over the telephone, website and email.</p> <p>The Senior Visitor Advisor plays a key role in supporting the Sales and Service Manager. They will require specialist expertise, knowledge and accountability in at least one of the following areas: Sales, Venues, Bookings, Retail. The role is responsible for providing guidance and technical support to the Visitor Advisors, including helping with managing rosters, training and supervision. The role undertakes supervisory duties for the Sales and Service team, particularly in the absence of the Sales and Service Manager. This role is committed to creating a positive and motivating environment for the entire Sales and Service team.</p>
Date:	January 2021

Organisational Context:



Important Functional Relationships:

External

- Visitors to Wellington Zoo
- Service Providers e.g. caterers, cleaners, hire companies, hotels, other booking offices, transport providers etc.

Internal

- Business & Partnerships Team
- Partnerships Advisor
- Communications, Experience & Conservation Team
- Health & Safety Advisor
- All Zoo staff and volunteers

Committees/Groups

- As required

- Technology Providers e.g. supplier of our database, POS systems, EFTPOS systems etc.
- Corporate Services Team

Key Result Areas:

The position of *Senior Visitor Advisor* encompasses the following functions or Key Result Areas:

- Teamwork and Leadership
- Customer Service and Venues
- Sales
- Retail
- Bookings
- Administration and Data Entry
- Health and Safety, and Sustainability

The requirements in the above Key Result Areas are broadly identified below:

Jobholder is accountable for	
1	<p>Teamwork and Leadership</p> <ul style="list-style-type: none"> <input type="checkbox"/> Providing effective, hands-on daily leadership to Visitor Advisors and Casual Visitor Advisors <input type="checkbox"/> Driving the delivery of the Sales and Service strategy and sales goals through on-the-ground operational expertise, leadership, coaching and a focus on efficiency, processes and improvement <input type="checkbox"/> Modelling best practice sales behaviours, customer service and visitor experience standards within the team and for all Zoo staff <input type="checkbox"/> Supporting the Sales and Service Manager with development and implementation of the Wellington Zoo's strategies, goals, standard operating procedures, policies, and culture with respect to the dynamic nature of the Zoo business <input type="checkbox"/> Identifying opportunities for service and process improvement through visitor feedback and day-to-day experience and presenting these to the Sales and Service Manager for consideration and implementation <input type="checkbox"/> Providing effective advice, support and assistance to Sales and Service Team as well as other Zoo staff <input type="checkbox"/> Sharing technical expertise and skills and representing Sales and Service team across the Zoo through participating in relevant project teams and committees <input type="checkbox"/> Working with other Zoo teams to deliver Zoo promotional events and products <input type="checkbox"/> Assisting the Sales and Service Manager in ensuring weekly rosters and leave requests are planned and managed effectively to meet the needs of the business <input type="checkbox"/> Supporting the Sales and Service Manager to ensure compliance with relevant legislation and all WZT policies and procedures by the team
2	<p>Customer Service and Venues</p> <ul style="list-style-type: none"> <input type="checkbox"/> Ensuring seamless and friendly visitor service across all touch-points including but not limited to the front counters, Wild Times office, retail shop and venues <input type="checkbox"/> Welcoming visitors, providing information and handling enquiries to ensure visitors have a friendly and enjoyable visit <input type="checkbox"/> Identifying, resolving and escalating any visitor issues or complaints <input type="checkbox"/> Greeting and briefing venues guests and organisers in a friendly, professional manner <input type="checkbox"/> Ensuring venues guests and organisers are supported throughout their meeting or function, including the supervision of meetings or functions as required, which may include those held after normal zoo opening hours <input type="checkbox"/> Ensuring all Wellington Zoo venues are presented to a high standard and are equipped to appropriate levels at all times for both internal and external guests. <input type="checkbox"/> Organising Zoo venues and ensuring they are appropriately set up to meet customer expectations. This may include arranging seating, tables, technical gear and light refreshments for some meetings/functions <input type="checkbox"/> Creating a fun and positive environment for both visitors and team members
3	<p>Sales</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sale of relevant visitor entry ticket/s <input type="checkbox"/> Supporting the team to maintain an excellent knowledge of all Zoo products and their associated prices <input type="checkbox"/> Leading the team in the application of cross-selling and/or up-selling of Zoo products where appropriate <input type="checkbox"/> Meeting targeted expectations for sales - both individual and team targets and ensuring targeted expectations for sales across the team are met <input type="checkbox"/> Providing motivational support to Visitor Advisors to achieve sales targets <input type="checkbox"/> Make proactive outbound sales calls to prospective customers for Zoo products, including venues <input type="checkbox"/> Driving proactive sales activities for self and team, including on-site promotions and outbound sales calls <input type="checkbox"/> Using technology to drive revenue such as on line bookings and sales
4	<p>Retail</p> <ul style="list-style-type: none"> <input type="checkbox"/> Supporting the Sales and Service Manager to ensure the Zoo's policies and procedures on pricing and stock management are adhered to in order to ensure appropriate profits and effective cash flow

<ul style="list-style-type: none"> <input type="checkbox"/> Supporting the Sales and Service Manager with maintaining a proactive programme for the ordering of retail stock, supplies and maintenance of equipment <input type="checkbox"/> Merchandising, maintaining high display standards in the shop such as ensuring stock is immaculate and well-stocked <input type="checkbox"/> Supporting the Sales and Service Manager and assisting team with the preparation and organising of the annual stock take <input type="checkbox"/> Assisting the Sales and Service Manager with retail buying for the Zoo shop <input type="checkbox"/> Accurately receiving and entering stock into system database <input type="checkbox"/> Accurate and efficient Point-of-Sale transactions and till operations <input type="checkbox"/> Responsibility for daily cash-up at close of business <input type="checkbox"/> Responsibility for banking and till float reconciliation, change float replenishment orders <input type="checkbox"/> Ensuring cash handling procedures are as per documented policy <input type="checkbox"/> Supporting the Sales and Service Manager in developing a network of suppliers to ensure an ongoing supply of quality, unique products at a competitive price
<p>5 Bookings</p> <ul style="list-style-type: none"> <input type="checkbox"/> Responding in a timely and professional manner to all bookings and visitor queries via phone, email or website. This includes but is not limited to school visits, venues meeting and functions organisers, community groups, visitors wishing to purchase Close Encounters, Sleepovers, Zoo Crew and Premium memberships, School Holiday Programmes etc. <input type="checkbox"/> Completing administrative tasks for sales and bookings, including recording full and accurate details of the booking and keeping the Zoo's systems updated, sending out confirmation of bookings where required, notifying relevant Zoo staff of forecasted bookings <input type="checkbox"/> Ensuring the successful planning of the delivery programme for venues customer meetings and functions, including preparing run-sheets and liaison with other Zoo staff, catering and external suppliers in line with agreed service levels <input type="checkbox"/> Co-ordinating with the Learning Team on the School Holiday and Learning Session programmes during and after the booking process <input type="checkbox"/> Consulting, where appropriate, with service providers such as caterers, cleaners, hire companies, transportation firms and other booking offices <input type="checkbox"/> Co-ordinating the payment process to ensure all bookings are paid on time <input type="checkbox"/> Ensuring daily maintenance and updating of bookings calendars and backing up of these calendars. <input type="checkbox"/> Supporting the booking, organisation and delivery of VIP functions for the Zoo and Zoo's partners
<p>6 Administration and Data Entry</p> <ul style="list-style-type: none"> <input type="checkbox"/> Expert in Wellington Zoo databases and systems and their standard operating procedures, including Salesforce Customer Relationship Management (CRM), which support all commercial products and relationship management <input type="checkbox"/> Co-ordinating inward and outward telephone calls, emails, faxes, letters and online queries <input type="checkbox"/> Maintaining the Wellington Zoo database and booking systems with accurate and up-to-date information ensuring accurate data entry and record keeping in relation to visitor numbers, data entry for point of sale, and any other reports pertaining to bookings, memberships, retail and purchasing held within the team. <input type="checkbox"/> Supporting the Sales and Service Manager with regular and ad-hoc report requests <input type="checkbox"/> Overseeing accurate record keeping in relation to visitor numbers, data entry for point of sale, and any other reports pertaining to retail and purchasing held within the team <input type="checkbox"/> Providing a professional radio base for all Zoo staff <input type="checkbox"/> Providing information to the Finance Team for the preparation of invoices <input type="checkbox"/> Providing support to Partnerships Advisor with safely depositing all raised funds and cheques, including clearing the donation boxes around the Zoo <input type="checkbox"/> Providing administrative support as required to the Partnerships Advisor
<p>7 Health and Safety, and Sustainability</p> <ul style="list-style-type: none"> <input type="checkbox"/> Supporting the Sales and Service Manager to ensure staff receive induction, supervision, information, assistance and training to meet all health and safety responsibilities <input type="checkbox"/> Promoting a culture committed to the health and safety of our staff, contractors, suppliers and visitors <input type="checkbox"/> Responsibility as senior Sales & Service staff member in the absence of Sales & Service Manager in accordance with Standard Operating Procedures for Emergencies on Weekends and Public Holidays <input type="checkbox"/> Organising health & safety briefings, security and first aid etc. as required for meetings and functions guests in the Zoo venues <input type="checkbox"/> Ensuring the Standard Operating Procedures for Functions (After-Hours) are followed during both the planning and delivery of after-hours functions in Zoo venues <input type="checkbox"/> Ensuring any hazardous conditions, near misses, injuries and accidents are reported immediately to your manager <input type="checkbox"/> Participating in meetings, training and other health and safety activities <input type="checkbox"/> Informing the Safety Improvement Team (SIT) about any areas of concern <input type="checkbox"/> Meeting employee responsibilities and contributing to providing a safe working environment for visitors and fellow staff through following safe working instructions and adhering to all health and safety policies and procedures set down by WZT <input type="checkbox"/> Proactively contributing to a culture committed to the health and safety of our staff and visitors <input type="checkbox"/> Commitment to and delivery of the Zoo's sustainability ethos and initiatives <input type="checkbox"/> Ensuring responsibility for reduction of emissions in line with the Zoo's Toitū targets <input type="checkbox"/> Contributing to a culture committed to sustainability

Note: The job holder will carry out the duties and responsibilities defined in this position description or any other reasonable request from the employer which contributes to achieving the continued success of Wellington Zoo.

Person Specification:

Knowledge/Experience

Essential

- Leadership and supervisory experience, specifically in growing and fostering sales and customer service behaviours
- Experience in sales, administration and/or retail environment
- Experience with cash handling procedures and processes
- Demonstrated effective relationship management skills
- Demonstrated understanding of the role of a progressive zoo
- Passionate about delivering excellent service and experience in this field
- Proactive sales abilities
- Excellent communication skills, both oral and written
- Confident with communicating with a wide variety of people and handling all types of enquires whether by email, letter, telephone and online
- Flexibility to work weekends, public holidays and some evenings
- Demonstrated experience in multi-tasking and working to deadlines
- Computer literacy
- Be a team player
- Experience motivating and supervising staff in a team environment

Desirable

- Experience in a bookings/reservation environment
- Experience with database management, especially: Vend, Rezdy, Silverstripe, Salesforce
- Knowledge of conservation issues and the role of a progressive zoo
- Understanding of sustainability and the UN Sustainable Development Goals

Key Job Competencies

- Drive for Results - commitment to personal and organisational growth and improvement
- Interpersonal Savvy - ability to relate well to all kinds of people and develop constructive and effective relationships
- Time Management - effective and efficient use of time and ability to deliver on important priorities
- Customer Focus - ability to establish and maintain effective relationships, meet expectations of internal and external customers and use first-hand customer information for improvement in products and services
- Integrity and Trust - widely trusted with ability to admit mistakes and keep confidence
- Problem Solving - ability to look beyond the obvious, use analysis, logic and sound methods to solve problems with effective solutions
- Motivating Others - ability to motivate and empower others and create a climate in which people want to do their best
- Planning - accurately scoping out length and difficulty of tasks, developing schedules and task/people assignments, anticipating and adjusting for problems and roadblocks and measuring and evaluating performance against goals